FAX

Date 6/20/97

Number of pages including cover sheet 2

TO: Stephen MacLeod

Phone

Fax Phone

CC:

FROM: RJ Reynolds Tobacco Company

JOHN LEONARD

1622 SYRACUSE N.Y.

Phone (717)586-1954

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REMARKS: ☐ Urgent ☐ For your review ☐ Reply ASAP ☐ Please Comment

Stephen,

In my opinion these are the temporary displays we should keep:

① 20/30/1/0 PACK Counter # 524750
② Temp Counter Display # 425741
③ 40 pack shipper # 524723.
④ Generic 90 CIN floor # 524771
⑤ Large dump # 524762

⇒ Kill the rest we dont need them! John

P.S. Unfortunately we dont make the mini-dump. It was one of our best pieces.

51844 9589

Source: https://www.industrydocuments.ucsf.edu/docs/zsyy0000

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06/12/97 09:11 RJR-SALES EXEC. 0003

09/09/97 09:02 3010 741 4004 RJR-SALES EXEC. 44+ 1010 DEPT. 006 002/002

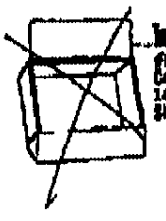
1997 Temporary Displays

PACKAGE DISPLAYS

Transparent Pack Counter Display
#534763
Capacity: 100 Packs
14"(W) x 18"(H) x 10½"(D)
SKU: 1

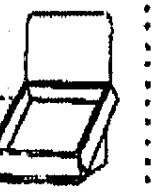
Transparent 20/25/40-Pack Counter Display
#534730
Capacity: 40 Packs
9"(W) x 13"(H) x 4"(D)
SKU: 1

Transparent 20-Pack Skyliner Display
#534713
Capacity: 20 Packs
8"(W) x 13"(H) x 9"(D)
SKU: 1



Transparent 20/25-Pack Skyliner Display
#534731
Capacity: 25 Packs
10½"(W) x 17½"(H) x 12"(D)
SKU: 1

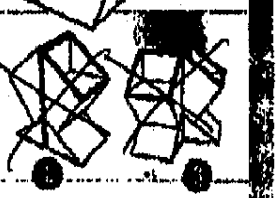
Transparent 40-Pack Skyliner Display
#534723
Capacity: 40 Packs
10½"(W) x 14"(H) x 9"(D)
SKU: 1



PACK DISPLAY FLOOR PEDESTAL

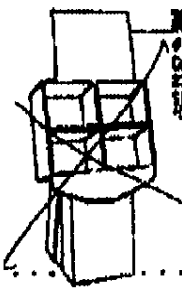
Dual Floor Pedestal Display*
#514600
Capacity: 8 Promotional Counter Displays
Position #1: 52"(W) x 84"(H) x 24½"(D)
SKU: 1

*Sub-position material can be ordered to support 8 temporary displays at merchandising positions for displays to feature



CARTON DISPLAYS

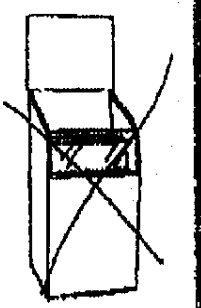
36-Carton Skyliner Floor Display*
#513000
Capacity: 36 Cartons
25"(W) x 84"(H) x 16"(D)
SKU: 1
*Can also be utilized for larger pack promotions



Generic 18-Carton Floor Display
#534771
Capacity: 90 Cartons
17"(W) x 64"(H) x 13½"(D)
SKU: 1

FLOOR DUMP BIN DISPLAYS

Large Dump Bin Floor Display
#534712
Capacity: 260 Packs
21"(W) x 49"(H) x 17"(D)
SKU: 1



Stacking Pack Dump Bin with Header
#414563
Capacity: 180 Packs
15½"(W) x 60½"(H) x 16"(D)
SKU: 1

COMBINATION PACK/CARTON DISPLAY

Merchandiser Corrugate Promotional*
Cabinet with Header Unit Shelves
#458191
Capacity: 300 Cartons Only
Trial Packs Only
18"(W) x 62"(H) x 13"(D)
SKU: 1
*Can be utilized with or without signs for display where merchandising packs. Display can be set up with header unit shelves, or without. Display can be set up with or without header unit shelves.

R.J. Reynolds Tobacco Company

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